

Message Text

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PAGE 01 STATE 050816
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FM SECSTATE WASHDC

TO AMEMBASSY NEW DELHI

INFO AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL MADRAS

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E.O. 11652:N/A

TAGS:BEXP: IN

SUBJECT: CCP'77 -- WCAG FIRST QUARTER REPORT

REF: NEW DELHI 934

1. SUMMARY: REPORTING AND INITIATIVES BY THE EMBASSY/
CONSULATES HAVE CONSISTENTLY SUPPORTED OVERALL COMMERCIAL
AND CAMAPAIN OBJECTIVES. WCAG FAVORABLY NOTED THE HIGH
LEVEL OF COOPERATION BY ALL ELEMENTS OF THE EMBASSY/CON-
SULATES TO PROMOTE U.S. ECONOMIC INTERESTS AND THE CON-
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TINUING CLOSE COOPERATION AND ASSISTANCE PROVIDED BY USIS
IN SUPPORT OF TRADE PROMOTIONAL ACTIVITIES.

2. CAMPAIGN NO. 1: MINING MACHINERY AND EQUIPMENT

NO DEFICIENCIES NOTED. REPORTING SUBMITTED BY THE
EMBASSY AND CONGEN/MADRAS HAVE PROVIDED COMPREHENSIVE

INFORMATION RELEVANT TO OFFSHORE PROCUREMENT AND PROCEDURES. REPORTS DISSEMINATED TO INTERESTED U.S. FIRMS HAVE BEEN VERY USEFUL IN SOLICITING POTENTIAL EXPORT ORDERS. CONTINUING REPORTING REQUIRED TO KEEP U.S. INDUSTRY APPRISED OF EXPORT OPPORTUNITIES. WCAG NOTED THE LARGE NUMBER OF GOI TENDERS SUBMITTED.

3. CAMPAIGN NO. 2: PUMPS, VALVES AND COMPRESSORS

WCAG NOTED EMBASSY/CONSULATES COMMENDABLE INITIATIVES AND SCOPE OF PRE-EVENT PROMOTIONAL ACTIVITIES IN SUPPORT OF THE CATALOG SHOW SCHEDULED FOR MARCH 1977.

4. CAMPAIGN NO. 3: ELECTRONICS AND COMMUNICATIONS EQUIPMENT

QUARTERLY OBJECTIVES FOR THIS CAMPAIGN HAVE BEEN ACHIEVED. EMBASSY/CONSULATES CONDUCTED EXCEPTIONALLY WELL ORGANIZED AND SUCCESSFUL CATALOG SHOWS AND POST INITIATED SEMINARS WHICH PROVIDED U.S. PARTICIPATING FIRMS WITH PRODUCT EXPOSURE TO SELECTED TARGET AUDIENCES IN THE MAJOR MANUFACTURING CENTERS OF INDIA. APPROXIMATELY 180 U.S. FIRMS PARTICIPATED, OF WHICH 33 WERE NTE AND 65 NTM. EXCELLENT FOLLOW-UP AND TO REPORTING ALSO NOTED.

5. CAMPAIGN NO. 4: PROCESS CONTROL INSTRUMENTATION

USDOC PARTICIPATION WAS LIMITED TO SPONSORING A KEYNOTE
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SPEAKER FOR WISITEX INSTEAD OF A 7-8 MAN TSS AS PLANNED. WCAG NOTED THE EXCELLENT SUPPORT PROVIDED FOR DR. TAYLOR AND THE OPTIMUM RESULTS OBTAINED IN NEW DELHI AND CALCUTTA IN TERMS OF REPRESENTATION FOR U.S. INDUSTRY.

6. CAMPAIGN NO. 5: SCIENTIFIC AND INDUSTRIAL INSTRUMENTATION

MOST ACTIVITIES ANTICIPATED FOR THIS CAMPAIGN CONSIDERED DEFERRED IN VIEW OF NEGATIVE RESPONSE FROM U.S. INDUSTRY FOR A USDOC SPONSORED TSS. HOWEVER, NORMAL TRADE AND INVESTMENT REPORTING SHOULD BE CONTINUED.

7. CAMPAIGN NO. 6: CHEMICAL AND FERTILIZER EQUIPMENT

WCAG NOTED THAT EMBASSY/CONSULATES SUBMISSION OF TRADE AND INVESTMENT OPPORTUNITIES EXCEEDED NUMBER ANTICIPATED.

8. NON-CAMPAIGN INITIATIVE ACTIVITIES

WCAG NOTED THE EFFECTIVE PROMOTIONAL EFFORTS TAKEN BY THE POSTS IN SUPPORT OF THE FOREIGN BUYER PROGRAM. POST CONDUCTED MARKET RESEARCH SUBMITTED BY THE POSTS HAS

PROVEN TO BE AN EXTREMELY USEFUL MARKETING AND PLANNING TOOL FOR U.S. INDUSTRY AND USDOC. IT IS REQUESTED THAT STUDIES INDICATED IN THE CCP BE SUBMITTED BY DATES MENTIONED IN NEW DELHI 2015.

9. FUTURE CATALOG SHOWS:

WCAG NOTED THE OVERALL SUCCESS OF CATALOG SHOWS HELD IN JANUARY 1977 (ELECTRONIC INDUSTRY EQUIPMENT) AND MARCH 1976 (INSTRUMENTATION) AS WELL AS THE COMMENDABLE EFFORTS TO STAGE THE MARCH 1977 SHOW. ALL OF THESE UNCLASSIFIED

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EVENTS INCLUDED POST INITIATED SEMINARS WHICH RESULTED IN ADDITIONAL IMPORT AND PRODUCT EXPOSURE FOR PARTICIPATING FIRMS. WCAG WOULD APPRECIATE A REPORT COVERING THE PRE-EVENT PROMOTIONAL TECHNIQUES USED BY THE POSTS TO STIMULATE INTEREST, THE ORGANIZATION OF LOCAL SEMINARS AND THE CRITERIA FOR SELECTION OF CITIES OTHER THAN THE MAJOR INDUSTRIAL AREAS OF BOMBAY, CALCUTTA, MADRAS AND NEW DELHI. THE REPORT SHOULD NOT BE CONFINED TO, OR COVER ANY ONE PARTICULAR SHOW. WCAG FEELS THAT A REPORT OF THIS TYPE, CONTAINING AN OUTLINE OF SUCCESSFUL TECHNIQUES EMPLOYED IN THE PAST AND PITFALLS THAT SHOULD BE AVOIDED IN THE FUTURE, WOULD BE EXTREMELY USEFUL IN PLANNING FUTURE CATALOG SHOWS FOR INDIA AND COULD BE SHARED WITH POSTS IN OTHER COUNTRIES. VANCE

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